

## PRESS RELEASE

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## KAPPAHL FIRST TO OFFER MOBILE PAYMENTS IN STORE WITH KLARNA

*KappAhl is the first major fashion chain to offer its customers digital payment solutions in stores via their smartphones. Customers will have the option to make their purchases with Klarna In-Store, paying either on the spot or upon invoice.*

*“Modern, flexible payment solutions – both online and in stores – are part of our aim of developing a seamless KappAhl,” says Charlotte Katz, Head of Digital at KappAhl.*

This new payment solution will become one of the cornerstones in KappAhl’s digital transformation, with customers in stores benefitting from the same payment options that they have in Shop Online.

With the Klarna In-Store payment service, KappAhl is giving its customers more options around how they choose to pay for the products they buy in KappAhl stores. In addition to traditional payment methods, customers can now make purchases by paying directly via mobile, or they can choose to pay upon invoice. This is available only to customers aged 18 and over, and a credit check is performed by Klarna at the point of purchase.

“Klarna has been a leader in online payment solutions for over 12 years, and we are now doing away with the boundaries between shopping online and in physical stores. We see a real potential for making the payment process run more smoothly and simply for customers, by offering them the same payment options whether they shop online or in physical stores,” says Martin Tivéus, Chief Commercial Officer, Nordics, at Klarna.

**Klarna In-Store, KappAhl’s digital payment service**, means that customers can choose to pay directly via smartphone, in instalments or upon invoice. Customers provide their mobile number at checkout and receive a text message with a link that allows them to choose their payment method and complete their payment.

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**The service has been rolled out gradually** and, as of 1 December, will be available in all 173 KappAhl and Newbie stores in Sweden. From 1 December, the service will be available in all 96 Norwegian stores, and, from 4 December, in all 58 stores in Finland.

Earlier this autumn, KappAhl launched its **Click & Collect** and **Shop Online in Store** services, two other important aspects of its digital transformation, which is rooted in the customer and their needs – also known as omnichannel retailing. Click and Collect means KappAhl's customers can shop online and collect their goods in store at no extra cost. Shop Online in Store means that store staff can help customers to order items that have sold out or that are not available in that store's normal range, via KappAhl's e-store.

### **For more information**

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*Klarna is one of Europe's leading payment providers – as well as a newly licensed bank – that strives to revolutionise payments for buyers and sellers alike. The company was founded in Stockholm in 2005. Klarna offers consumers the chance to pay now, pay later or “slice” the payment up and pay over time, providing an easy, secure and smooth purchasing experience. In 2014 the Klarna Group was established after a merger with SOFORT. Klarna currently works with some 70,000 merchants, offering services to more than 60 million users in Europe and North America. The company has 1,700 employees and operates in 18 countries.*

*KappAhl was founded in Gothenburg in 1953 and is a leading fashion chain in the Nordic region with 370 KappAhl and Newbie stores and Shop Online in Sweden, Norway, Finland, Poland and Great Britain. Our business idea is to offer value-for-money fashion of our own design to the many people. Sustainability-labeled fashion accounts for 53 per cent of the range. Sales for 2016/2017 totaled SEK 4.9 billion and the company has approx. 4,000 employees in nine countries. KappAhl is quoted on Nasdaq Stockholm. More information at [www.kappahl.com](http://www.kappahl.com).*